

ERIK LAYBOURNE

UX DESIGNER & BUSINESS MANAGER

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PROFILE

Versatile UX designer and business manager with more than eight years leading new product and market development. Creative team leader who specializes in UI design, data analytics, digital content, and software development.

EXPERIENCE

Business Owner

Moat Technologies | 2019-Present

- Created CAD designs of the Moat Climate Sensor housing and manufactured 1K+ units using a 3D printer.
- Designed the Moat logo, packaging, iOS/Android apps, moat-tech.com website, and all other brand assets.
- Bootstrapped the Moat Technologies brand/products in ten months, selling nearly 1000 units.
- Architected SEO, PPC, and Social strategies to build brand awareness and increase sales.

Marketing Consultant

Shore Management Inc & Letendre Designs | 2019-Present

- Performed a complete website redesigns for Shore and Letendre designs to optimize the UI, including: graphic design, copywriting, and sales funnel architecture using Wordpress and Squarespace.
- Implemented ad campaigns for Shore Management that generated a 20% bump in monthly revenue.

Director of Customer Experience

Waterfi LLC | 2015-2019

- Led development of products generating \$6M+ in new revenue.
- Led the design and development of the Waterfi iOS app to pair with Waterfi devices.
- Designed two new sets of waterproof headphones and organized manufacturing, quality testing, and ongoing updates based on customer feedback.
- Developed Salesforce automations, objects, and dashboards to manage 300K+ customers.
- Oversaw Marketing and Operations teams (8 people), handling 30K+ orders, and 24K+ emails/calls per year.

Marketing Manager

Waterfi LLC | 2012-2015

- Led development of products generating \$4M+ in new revenue.
- Designed packaging that could be rapidly manufactured in-house using a laser cutter.

Marketing Associate

Waterfi LLC | 2011-2012

- Designed and built a new retail storefront, including the walls, tables, displays, and external advertising.

EDUCATION

San Diego State University - BS in Business Management | 2008 - 2012 | 3.45 GPA